

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-10 (Canceled).

Claim 11 (Currently Amended): A method comprising coating paper or cardboard with a coating color, wherein the coating color comprises an agent for simultaneously adjusting the water retention of the coating color and its Brookfield viscosity, and wherein the agent comprises a copolymer that is water soluble in a neutral or alkaline medium, which copolymer comprises:

- A) 25% to 45% by weight monomer units selected from the group consisting of styrene, styrene derivatives,  $\alpha$ -methylstyrene,  $\alpha$ -methylstyrene derivatives, and mixtures thereof whose homopolymer has a  $T_g > 90^\circ\text{C}$ ,
- B) 30% to 65% by weight anionic monomer units,
- C) an amount greater than 0% and up to and including of 10% to 30% by weight non-ionic monomer units other than the monomers A), selected from the group consisting of oxyalkylated monomers with ethylenic non-saturation terminated by linear or branched alkyl, aryl, alkylaryl or arylalkyl groups having 1 to 50 carbon atoms,
- D) 0% to 5% by weight cross-linking monomer units.

Claim 12 (Currently Amended): The method of Claim 11, wherein

- A) comprises monomer units selected from the group consisting of styrene,  $\alpha$ -methylstyrene and their derivatives, or methyl methacrylate,
- B) comprises anionic monomer units selected from the group consisting of acrylic acid, methacrylic acid, mixtures thereof, and the following:
  - acrylamido methyl propane sulphonic acid (AMPS),

- ethylene glycol or propylene glycol (meth)acrylate phosphates, sulphates, phosphonates or sulphonates,
- sodium methallylsulphonate (MTAS) or allylsulphonate,
- itaconic acid,
- sodium styrene sulphonate,
- tetrahydrophthalic anhydride,

C) ~~optionally additionally~~ comprises non-ionic monomer units selected from the group consisting of acrylic and methacrylic acid esters and ethers, vinyl esters, allyl esters, diisobutylene, vinylpyrrolidone, vinylcaprolactam, acrylonitrile, unsaturated urethanes, acrylamides and methylacrylamides,

D) comprises crosslinking monomer units selected from the group consisting of monomers having at least two ethylenic non-saturations.

Claim 13 (Previously Presented): The method of Claim 12, wherein

C) the unsaturated urethanes are selected from the group consisting of acrylurethanes, methacrylurethanes,  $\alpha$ - $\alpha'$  dimethyl-m-isopropenylbenzyl urethane, and allylurethane,

D) the crosslinking monomer units are selected from the group consisting of ethylene glycol dimethacrylate, trimethylolpropanetriacrylate, allyl acrylate, allyl maleates, methylene-bis-acrylamide, methylene-bis-methacrylamide, tetrallyloxyethane, the triallylcyanurates, trivinylcyclohexane, and allyl ethers obtained from polyols.

Claim 14 (Previously Presented): Paper or cardboard coated with the coating color according to Claim 11.

Claim 15 (Previously Presented): Paper or cardboard coated with the coating color according to Claim 12.

Claim 16 (Previously Presented): Paper or cardboard coated with the coating color according to Claim 13.

Claim 17 (Canceled).

Claim 18 (Previously Presented): The method Claim 11, wherein the non-ionic monomer units C) comprise di-, tri-, or tetrastyrylphenols or nonylphenols.

Claim 19 (Previously Presented): The method of Claim 13, wherein D) the crosslinking monomer units are allyl esters obtained from polyols selected from the group consisting of pentaerythritol, sorbitol, and sucrose.

Claim 20 (Previously Presented): The method of Claim 11, wherein D) is present in an amount greater than 0%.